

**DDA Minutes/Strategic Planning Minutes**  
**March 21, 2018**  
**8:00 – 11:00 a.m.**

**DDA Members Present:**      Sarah Murphy              Jamie Wyatt              Clark Ninneman  
   Addison Lester              Sam Burch              Harlan Shirley  
   Len Gough

**Staff Present:**              Brian Wismer              Joyce Waits              Nicole Gilbert  
   Julie Herbert              Tom Lee

**Call To Order:**

Murphy called the March 21, 2018 Strategic Planning Meeting to order.

**Approval of Minutes:**

Motion by Wyatt and seconded by Gough to approve the January 24, 2018 meeting minutes.

Motion carried unanimously.

Motion by Gough and seconded by Ninneman to approve the February 2, 2018 meeting minutes.

Motion carried unanimously.

**Election of Officers:**

Motion by Gough and seconded by Lester to approve the Election of Officers as follows:

Sarah Murphy – Chair  
Jamie Wyatt – Vice Chair  
Clark Ninneman – Secretary/Treasurer

### **DCA Monthly Report:**

Wismer gave the DCA Economic Activity/Local Development report for the month of March, 2018.

- Wismer stated that he met with DCA and gave a presentation on the state of our Main Street program. Wismer explained that in the section where we report new businesses, we seem to have a lot of “auto brokers” listed on the report. Wismer asked if they would consider Fayetteville not reporting this item. DCA agreed and starting with the March report, it will no longer be reported.
- Gough stated that he, Wismer and Waits attended the meeting and found that Main Street was well respected by DCA. Gough also stated that Fayetteville was well received and received good marks. DCA also stated that our next presentation would take place in 3 – 4 years.

### **HDF Report:**

- Lee gave the HDF report and stated that February is usually a slow month. Lee stated that there is a new “Hat Display” at the museum, and that there is a lot of planning underway for Living History Day on Saturday, April 21.
- Lee discussed the Osage Orange tree in the alley. Lee feels that the tree can be propagated, if in fact it has to be eliminated due to the new alleyway project. Lee also reported that the Yates Apple trees would also have to be moved.
- Lee stated that after discussion with Georgia Central Mechanical Heating and Air, they agreed to place vents in both of the restrooms located on the lower floor and this will be included in the original cost of the HVAC replacement.

Wismer gave the financial report for the month of March 2018. Wismer stated that he discussed with Gibson (City Manager) the board’s desire to better understand their role with the budget moving forward.

### **Southern Ground Amphitheater:**

Wismer gave an update on Series Tickets sold between 2009 and 2018. Wismer stated that the Upper Deck VIP area will be completed soon. Wyatt asked if any of the VIP tables have been sold. Wismer stated that he has sold 3 tables. Wismer also stated that the new chairs have arrived and that the Southern Ground Amphitheater logo is being branded into the chairs.

### **Holliday Dorsey-Fife Museum:**

Wisner presented the 2017 HDF goals to the Board. Wisner also presented a summary of the admission fees and stated that each year, the admissions number has increased.

Lee presented a review of the goals for 2017 and also the 2018 goals for the HDF Museum:

Lee left the meeting.

### **DDA Projects:**

#### **2017 Goals/Achievement Review:**

Wisner stated the following:

- Gremlin Growlers opened in 2017 and has been a good addition to the Downtown area. The board also discussed the need to amend the lease term for tax purposes.
- Purchase of 195 Stonewall – Lester property – Shed was taken down, and landscaping/pruning was done to increase curb appeal. Wisner stated that he is beginning to show the property to prospects.
- Purchase of 230 West Lanier – the board also discussed removal of the wooden fence on the property.
- Extended Limits to the full boundaries of the City. Lester asked how the FCDA works with the City, now that the boundaries were extended. Wisner stated that the FCDA will focus on larger economic development leads and DDA will focus on smaller, entrepreneurial projects in scale with downtown. Wisner stated that the Mayor sits on the FCDA board and Wisner will start attending the meetings as well to stay informed of their actions.

#### **2018 Goals:**

- Alleyway Improvement Plan
- Develop plan with City Council on FCBOE property redevelopment

Wisner stated that he viewed the gym on the FCBOE property, and feels that it has great potential for repurposing and should not tear it down. Gough stated that he knows of a business in Newnan, GA that is currently looking for another location, and they may be interested in this property.

Wisner stated that the Bus Barn may also be worth preserving. Wisner stated that the environmental studies are nearing completion and appear to be manageable cleanup costs.

Gough stated that he is currently involved in bringing in three prospective investors to look at these properties. Gough was advised to state to the Board his involvement so that it could be recorded in the minutes.

Murphy asked about the Alleyway project and how can DDA move forward with this project. Murphy stated that the easement/deeds need to be reviewed to gather more information. Wyatt stated that reviewing the deeds is a good idea.

Lester reported that he met with Charles Ballard and grandson and that they had questions regarding the legal structure of the arrangement with respect to their real estate. Motion by Wyatt and seconded by Lester to perform a title search on all of the properties that would be affected by the Alleyway project.

Shirley and Gough met with Rene Victor Bidez and his wife; the open discussion went well and they had a very positive meeting.

Wisner presented a video to the Board of an already completed “Woonerf” so the Board could get an idea of what the Alleyway project could look like.

In regard to the Lester property, it was suggested to have the area next to the house “bush hogged” at least 2 – 3 times a year, and plant sunflowers to give the land some color. Wisner stated that it potentially may hinder the view of the property. Burch stated that the next step would be for Wisner to establish sale/lease terms and a marketing piece in order to promote the property. Wisner stated that he is working on having a meeting with the GDOT within the next week or two to discuss curb cuts in this area.

### **Walking Tour of Project Sites:**

The Board took a walking tour to get a better idea of the properties that have been discussed in the meeting.

### **Adjourn:**

Motion by Wyatt and seconded by Burch to adjourn the meeting. Motion carried unanimously.

Meeting adjourned.

Respectfully submitted,

Joyce Waits